

PNG's Wild Gold Collection now in Nashik

NASHIK : Renowned jewellers P. N. Gadgil or PNG yesterday launched their latest range of jewellery, the Wild Gold Collection, at their Canada Corner showroom in the city, with Miss Tourism 2007, Priyanka Shah, draping the exquisite jewellery for the benefit of connoisseurs.

Throwing light on this new collection, Mr Vrujendra Waghchoure, Head PNG Nashik told the media that the Wild Gold Collection is based on the tribal culture of North-East India, a region of eight different States including Assam, Manipur, Mizoram, Meghalaya, Nagaland, Tripura, Sikkim and Arunachal Pradesh, each with an intrinsic character of its own - translating into ornaments that are just as exquisite.

Wild Gold is an exclusive line of high fashion jewellery inspired by the tribal culture of India. It is high end jewellery and the range comprising more than 250 varieties starts from 5 gms right upto 200 grams,

It's more for the younger generation, as the gold content is less and has more of



Head PNG Nashik, Vrujendra Waghchoure and Priyanka Shah at the launch of PNG's Wild Gold Collection.

threads and beads, he further informed.

The Collection has witnessed tremendous response in Pune, Mr Vrujendra revealed and expressed hope that it would garner similar response in Nashik too.

Though this is a purely traditional jewellery, motifs other than traditional are also available and so these designs can be worn on and suit western outfits and fu-

sion look also.

This range of jewellery is awesome, like the wild life

kim, gushed Mr Vrujendra.

For the launch of this range of jewellery, we selected North-East India because it is a whole region of eight different states, and together, the only region in the country that is wholly tribal; and, therefore, provided a kaleidoscope of culture for inspiration & gave us a good opportunity to showcase the tribal culture, he explained.

Resplendent in the Wild Gold Collection of jewellery, Priyanka Shah said the Collection is an amazing mix of tradition and modernity.

Besides, PNG also discharges its social responsibility through this Collection, as a designated part of the profits are handed over to the eight state governments which then use this money to provide better educational and health facilities for the tribals in their respective states.

A school in Agartala has recently been started with the help of funds generated by the Wild Gold Collection, Mr Vrujendra concluded.